



"Swell party, wasn't it?"

## Spectacular Bowling Boom Leveling Off

By REYNOLDS KNIGHT  
One of the most spectacular sports booms of recent years, bowling, is beginning to level off.

For the past 10 years bowling has grown by giant steps. The number of alleys almost doubled and the number of new lanes quadrupled in that decade. Thousands of leagues—representing school children, women, industries, cooperatives and business—were organized, and bowling became a family sport.

Now, however, alley operators feel that public interest has reached its peak, that explosive gains in bowling popularity can no longer be expected. As a result, promoters are devising ingenious attractions to lure patrons.

**SOME PROPRIETORS** are offering music, art, fashion and reducing programs to keep the ladies coming; others have approached schools in an attempt to have bowling established as a bona fide physical education course; a number have added swimming pools, miniature golf courses and indoor skating rinks. Others have had to cut prices.

While most proprietors readily admit that business has slacked off, many are optimistic that the general interest in bowling will be sustained, and that new attractions will keep the public flocking to their emporiums.

**FILTER ANNIVERSARY**—Cigarette smokers may not have lighted birthday candles to celebrate the occasion, but the record number of filter cigarettes they will light up this year will mark the 25th anniversary of the first popular cigarette brand.

It was in 1937 that the first cigarette to popularize filters, Viceroy, was marketed nationally. Less than 300 million filter cigarettes were made by the industry that year. As late as 1947 there still were only two filter brands being sold and sales were under the 1-billion level.

**THE FACE** of the U.S. cigarette industry changed strikingly in 1952 with the introduction, also by Viceroy, of a new filter material made of a pure vegetable compound. The material, developed by Brown & Williamson Tobacco Corp. and its supplier, soon was adopted by other companies and is today used by most major brands.

Within five years 20 new filter brands were introduced and sales in 1957 leaped to more than 163 billion cigarettes. In 1961 filters accounted for 53.8 per cent of all cigarette sales with volume at a staggering 263.6 billion units, and prospects this year, according to B & W president, W.S. Cutchins, are for a further increase to at least 54.8 per cent of the total market.

**TRUCK TIRES**—Service stations and other small tire dealers can now move into the truck tire field that once was the almost-exclusive domain of large-volume sales and service outlets and the tire producers themselves. The market is worth shooting for: 1 1/2 million trucks on the road today and 15 million by the end of this decade.

Main reason for increased activity by the small stations, says R. F. Ernewein, manager of the B. F. Goodrich Company's truck tire sales, is the

development of improved selling plans and techniques that make it possible for dealers to expand their businesses profitably by selling and servicing truck tires.

An additional boon to service stations, he says, is a new tire designed by B. F. Goodrich to reduce per-mile costs for their "natural" customers—the owners of small and medium-size trucks. The new tire, called AA-Nylon Express, provides the advantages of nylon construction at a price competitive with mail-order house and off-brand truck tires. Unlike many low-priced truck tires, BFG's new tire has the same tread width and depth as the company's heavy-duty tires, Ernewein said.

**THINGS TO COME**—A mahogany-finished compact refrigerator designed for use in an office or hotel room is on the market; the 2 x 2 x 1 1/2-foot unit has brass legs and looks like ordinary room furniture, the maker says. . . A supermarket basket with built-in radio that plays soft music and announces store bargains, but sounds a loud foghorn alarm if taken from a store's proximity, has been developed. . . Sign of the times: An Ohio firm recently marketed a polishing cloth especially designed for cleaning and polishing golf club heads and shafts.

**IN THE MOOD**—Consumer credit, a sure sign of the buying mood of the public, is on the rise. Instalment credit outstanding totaled \$42.6 billion at the end of February, and non-instalment credit reached \$12.9 billion in the same month, a recent government report indicated. Major items on the instalment buying list are automobiles, appliances and furniture, while non-instalment credit is used for charge accounts, single-payment loans and credit cards. The continuation of the credit buying trend is expected to invigorate the economy in coming months.

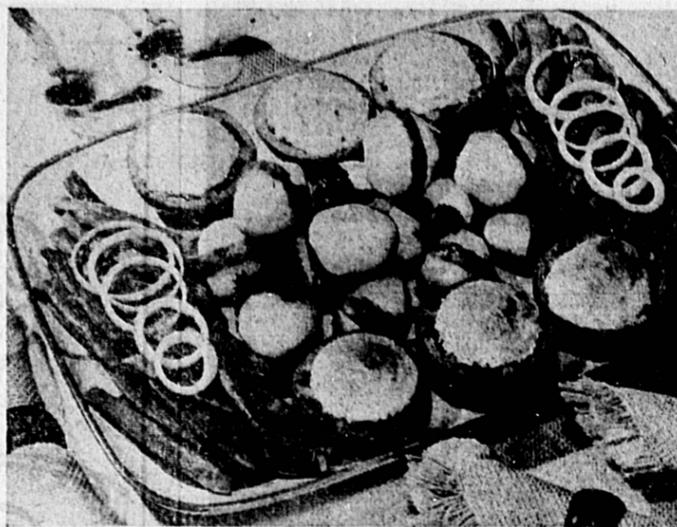
**BITS O' BUSINESS**—Gasoline prices, beset by unstable market conditions, recently hit their lowest point in a decade; in some cities, prices tumbled to 12 cents a gallon before taxes. . . The recent steel-labor contract settlement has created a cutback in steel output; industry sources anticipate a sharp decline in steel shipments in May and June. . . Railroad spokesmen said last week that freight cars will be in short supply in coming months as a result of the economic upturn; the expected rail car shortage is the first in the industry in more than three years.

Pvt. Robert A. Tapia, son of Mr. and Mrs. Amando B. Tapia, 3511 W. 226th St., recently achieved recognition as a top Army marksman by qualifying for the expert marksmanship badge during range firing with the Army's new M-14 rifle in Germany.

Tapia, a driver in the 84th Artillery's Headquarters Battery in Mainz, entered the Army in September 1961, completed basic training at Ft. Ord, Calif., and arrived overseas last February.

The 23-year-old soldier is a 1956 graduate of Narbonne High School, and a 1960 graduate of El Camino College. He attended Long Beach State College.

## MARY WISE Menu Planners AND SHOPPING SUGGESTIONS



**THIS GOOD NEIGHBOR** Vegetable Platter pictures foods known to many generations as vitamin packed goodies for family enjoyment. It is brought to date by cheese-mayonnaise topped tomato slices broiled "bubbly" for today's new twist.

## Vegetable Trio Joins Old and New Glamour

"How can I prepare fresh vegetables so they'll take on new meaning for my family?" This, in essence, is a question posed by many home-makers as they have responded generously in recipe sharing conducted by Best Foods Real Mayonnaise.

"Take the best of the old, add it to the unique of the new; combine them for a 'good neighbor' vegetable platter of note," is one answer offered today.

"This platter features vegetables commonly enjoyed by all of both eras. It's their preparation that makes the combine.

**Strip of Peel**  
While some people scrape new potatoes completely before boiling them, others leave a narrow band of thin pink peel around the center.

If there is a symbolic reason for this custom, we know it not. Perhaps some reader will send her theory for this old procedure.

### CURRIED SHRIMP IS FEATURED HERE

Cook 1 cup chopped onion, 1/2 cup chopped green pepper and 1/2 cup chopped celery in 2 tbs. butter until onion is yellow. Blend in 2 tbs. flour, 2 tsp. curry powder and 3 tsp. soy sauce.

Stir in 1 cup water and 1 (16 or 17 oz.) can tomatoes. Cover and simmer 20 minutes. Add 1 lb. cleaned, shelled raw shrimp. Simmer about 10 minutes. Serve over hot fluffy white rice.

Strawberries are coming into their own. Warm, sunny weather is for them.

One dear little old lady of times gone past had HER answer: "It's to let the boiling water pass through."

### Serve Eggs Tonight—Hot and Deviled!

With eggs such a good buy for budget-minded home-makers these days, highlight dinner tonight with them prepared hot and deviled!

Baked halves of stuffed eggs are covered with cream of mushroom soup perked up with onion and other zesty seasonings and topped with buttered bread crumbs and Parmesan cheese.

**HOT DEVILED EGGS**  
6 hard-cooked eggs  
1 tsp. prepared mustard  
1/2 tsp. salt  
1 can (10 1/2-oz.) condensed cream of mushroom soup  
1/4 cup milk  
1 tsp. instant minced onion  
1 tsp. Worcestershire sauce  
Dash cayenne  
1/4 tsp. chili powder  
1 1/2 cups soft bread crumbs  
3 tbs. melted butter  
1 tbs. grated Parmesan cheese

Peel eggs and cut lengthwise into halves. Remove yolks. Mash yolks and stir in mustard, salt and 3 tbs. soup. Fill egg whites with this mixture and arrange in 9-inch pie shell. Heat remaining soup and stir in milk and listed seasonings.

Pour over eggs. Toss crumbs with butter and sprinkle over top. Sprinkle cheese over all.

Bake in 400 degree oven about 20 minutes or until heated and browned on top.

A look at the whole platter tells us how to cook and dress each vegetable for a real luncheon or supper treat.

**Special Topping**  
Right away you'll notice the special broiled topping on the tomato halves.

It is made with delicious Best Foods Real Mayonnaise with a little shredded cheese stirred into it.

**FRESH VEGETABLE TRIO**  
2 to 3 lb. small new potatoes  
1 1/2 lbs. green beans  
2 tbs. margarine  
1 small onion, sliced  
1/2 cup finely shredded American cheese  
1/4 tsp. salt  
6 tbs. Best Foods Real Mayonnaise  
3 large tomatoes, halved  
Parsley

Wash and pare potatoes, thinly, leaving band of skin around center of each. Wash beans and remove ends.

Cook each in separate pan of boiling salted water until tender. Melt margarine in small skillet. Add onion, separating slices into rings.

Cook over low heat until tender, stirring frequently. Fold cheese and salt into mayonnaise.

Top each tomato half with mixture and broil until lightly browned. Arrange serving platter with potatoes in center and green beans and tomatoes in alternate groups around sides.

Scatter onion rings over beans. Garnish with parsley. Makes 6 servings.



## Mousse Is Quick Magic Dessert

Make this dessert early and tuck it away for thorough chilling if you will have a taste treat for your family tonight.

Caramelized sugar is just melted sugar but it gives such a good flavor to desserts. It's almost magic the way white sugar crystals turn to a liquid golden brown when they are heated. Be sure to add water from the side of the pan in a thin stream, then boil and stir to make a caramel syrup.

Evaporated milk and whipping cream make this dessert rich and good.

**CARAMEL MOUSSE**  
1/2 cup sugar  
1/2 cup boiling water  
1/2 cup evaporated milk  
2 eggs  
1 teaspoon vanilla extract  
1/2 cup whipping cream, whipped  
1/2 cup (4 ounces) coarsely chopped salted peanuts

Place 1 1/2 quart saucepan containing sugar, on medium high heat. Stir the sugar constantly with wooden spoon until it is light golden brown; takes about 5 minutes.

From the side of the pan, carefully pour in 1/2 cup of the boiling water (it will bubble and steam), stirring until the caramelized sugar is all dissolved.

Pour remaining 1/2 cup boiling water after adding it to the evaporated milk.

Cook together 1 minute; just enough to completely blend ingredients. Remove from heat. Beat eggs until thick and lemon-colored.

Add to caramelized sugar-milk mixture, stirring constantly. Return to medium high heat to cook and thicken slightly, about 4 minutes.

Remove from heat, chill. It will be thick and heavy. Fold in vanilla extract, whipped cream and peanuts.

Pour into slightly buttered 1 1/2 quart mold, bowl, or refrigerator tray. Chill until firm, about 3 hours.

Serve plain because it is quite rich enough. Eight servings.

### Party Sandwiches

Parties call for dainty sandwiches. Toasted sliced almonds or ready-diced almonds add delightful flavor and crunch to a variety of tea sandwich fillings.

## NEW IN LOS ANGELES

### Best Foods good neighbor recipe exchange

... a brand new service! We'll help you and your Los Angeles neighbors exchange your best recipes! Here's how: Send us your favorite recipe for salads, sauces, dressings, dips, hot dishes, etc.—any delicious way you use Best Foods® Real Mayonnaise. IN EXCHANGE... we'll send you recipes we've

collected from your neighbors. Treasured recipes—to delight your family and enhance your reputation as a "great cook."

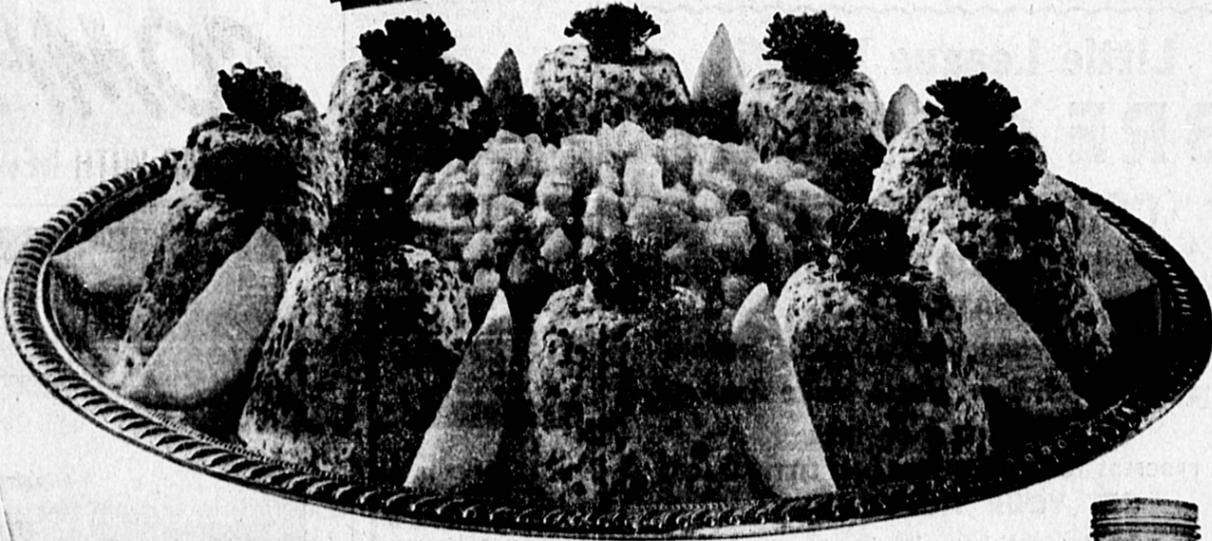
Join the Exchange today! Mail your recipes with your name and address to: Best Foods Recipe Exchange, Box 36, Los Angeles 51, California.



Sent in by Mrs. Edwin Suckle, your Santa Monica, California neighbor.

## broccoli "show-off"

It's party pretty and garden-fresh delicious!



### SHOW-OFF BROCCOLI BAKE

2 cups chopped, cooked broccoli (fresh or frozen)  
1 1/2 tablespoons flour  
1/2 cup milk  
1/2 teaspoon salt  
1 1/2 tablespoons margarine  
1/4 teaspoon pepper  
1/2 cup Best Foods Real Mayonnaise  
1 tablespoon grated onion  
5 eggs, well beaten

Melt margarine in saucepan; blend in flour, salt, pepper. Remove from heat, gradually add milk, mix until smooth. Cook over medium heat, stirring constantly until mixture thickens in a 350°F. (moderate) oven about 35 min. and comes to a boil. Blend in Real Mayonnaise; combine with cooked broccoli, onion, eggs. Pour into six greased 5 oz. baking cups or 1 1/2 qt. casserole; set in pan of hot water. Bake in a 350°F. (moderate) oven about 35 min. for cups, 45 min. for casserole.



bring out the Best Foods and bring out the best